



UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
POSTAL SERVICE CENTER BOX 8003
CHERRY POINT, NORTH CAROLINA 28533-0003

ASO 1710.14E w/ch 1, Ch 2
JPAO
4 Feb 10

AIR STATION ORDER 1710.14E w/ch 1, Ch 2

From: Commanding Officer, Marine Corps Air Station, Cherry Point
To: Distribution List

Subj: ELECTRONIC MARQUEE INFORMATION SYSTEM

1. Situation. This Order is to establish operating procedures for the use of the permanent electronic marquee information system.
2. Cancellation. AirStaO 1710.14D.
3. Summary of Revision. This Order has been completely revised and should be reviewed in its entirety.
4. Mission. The guidance established in this Order will allow appropriate information of community wide interest to be disseminated using the electronic marquees in an effective and timely manner.
5. Execution
 - a. Commander's Intent. With this Order, guidance will be established for submittal of requests for posting of information to the electronic marquees.
 - b. Concept of Operations

(1) The Joint Public Affairs Officer is the ~~responsible~~ agent for use of electronic marquees and is responsible for posting and canceling announcements. This includes signs numbered 4406 (front gate), 4407 (corner of A Street and Cunningham Blvd) and 4409 (near corner of Roosevelt Blvd and 6th Ave). Exceptions include any portable electronic signs belonging to other organizations such as the Provost Marshall's Office (PMO). Sign 4408 (located on Roosevelt Boulevard in front of McDonald's restaurant), although primarily controlled by JPAO, is used by the Marine Corps Community Services (MCCS) marketing division for MCCS marketing. JPAO retains the authority to take control of that sign when necessary to post critical information as determined by the PAO.

cognizant *Ch 2*
and 4408 (on Roosevelt Blvd in front of McDonald's restaurant) *Ch 2*

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(2) All requests for postings to the Joint Public Affairs Office (JPAO)-controlled electronic marquees must be submitted to the JPAO. Submissions will be edited for brevity, clarity and propriety. *JPAO will post MCCS messages created and provided by*

MCCS marketing. Display frequency of all messages will be adjusted according to volume and priority of requests, particularly when emergency or VIP messages must be highly visible.

(3) These signs will be used for messages of general interest to personnel aboard the Air Station. These may include, but are not limited to, welcome aboard announcements, changes of command, recreational activities, safety announcements, service announcements such as power or water outages, flag conditions, closures or shut downs, and community events both on and off base. Off base events must be secular and non-profit oriented and will be posted on a space-available basis. ~~Club events will be posted on the MCCS electronic marquee by MCCS marketing unless the event is of high priority.~~

ch 2 Request"

(4) Organizations/units that desire information to be posted on the electronic marquees will submit the requests via e-mail to the Joint Public Affairs Office at chpt.jpao.omb@usmc.mil. The subject line should state "Marquee Request". ~~Request~~ Ensure the request provides unit POC, phone, date of event, time of event, registration or relevant deadlines, specific dates to begin and end running the message, and proposed message. Submittals must be sent at least five working days prior to the requested posting date.

6. Administration and Logistics. The Director of Facilities is responsible for the repair and maintenance of the electronic marquees.

7. Command and Signal

a. Command. This Order is applicable to the Marines, Sailors, and civilian employees aboard Marine Corps Air Station, Cherry Point.

b. Signal. This Order is effective the date signed.


ROBERT D. CLINTON
Executive Officer

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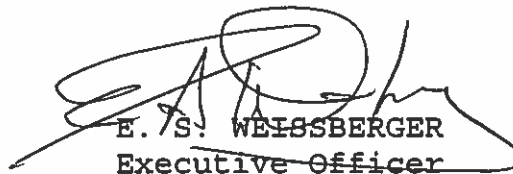
ASO 1710.14E Ch 1
JPAO
30 APR 2012

AIR STATION ORDER 1710.14E Ch 1

From: Commanding Officer, Marine Corps Air Station, Cherry Point
To: Distribution List

Subj: ELECTRONIC MARQUEE INFORMATION SYSTEM

1. Situation. To direct pen changes to the basic Order.
2. Execution. On page 1, change paragraph 5.b.(1) to read, "The Joint Public Affairs Officer is the responsible agent for use of electronic marquees and is responsible for posting and canceling announcements. This includes signs numbered 4406 (front gate), 4407 (corner of A Street and Cunningham Blvd) and 4409 (near corner of Roosevelt Blvd and 6th Ave). Exceptions include any portable electronic signs belonging to other organizations such as the Provost Marshall's Office (PMO). Sign 4408 (located on Roosevelt Boulevard in front of McDonald's restaurant), although primarily controlled by JPAO, is used by the Marine Corps Community Services (MCCS) marketing division for MCCS marketing. JPAO retains the authority to take control of that sign when necessary to post critical information as determined by the PAO."
3. Filing Instructions. File this change transmittal behind the signature page of the basic Order.


E. S. WEISSBERGER
Executive Officer

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ASO 1710.14E Ch 2
JPAO

11 OCT 2016

AIR STATION ORDER 1710.14E Ch 2

From: Commanding Officer, Marine Corps Air Station, Cherry Point
To: Distribution List

Subj: ELECTRONIC MARQUEE INFORMATION SYSTEM

1. Situation. To transmit changes to the basic Order.
2. Mission. To update procedures for requesting Electronic Marquee services.
3. Execution


(a) On page 1, change paragraph 5.b.(1) to read, "The Joint Public Affairs Officer is the cognizant agent for the use of electronic marquees and is responsible for posting and canceling announcements. This includes signs numbered 4406 (front gate), 4407 (corner of A Street and Cunningham Blvd), 4409 (corner of Roosevelt Blvd and 6th Ave), and 4408 (on Roosevelt Blvd in front of McDonald's restaurant). Exceptions include any portable electronic signs belonging to organizations such as the Provost Marshal's Office (PMO), and signs controlled by the Marine Corps Community Services (MCCS) marketing division and used exclusively for MCCS marketing.

(b) On page 2, add the following two sentences at the end of paragraph 5.b.(2). "JPAO will post MCCS messages created and provided by MCCS marketing. Display frequency of all messages will be adjusted according to volume and priority of requests, particularly when emergency or VIP messages must be highly visible."

(c) On page 2, delete the entire last sentence under 5.b.(3), which begins with "Club events".

(d) On page 2, under 5.b.(4), change the end of second sentence from "state "Marquee Request." to "state "Marquee Request".

4. Filing Instructions. File this change transmittal directly behind the signature page of the basic Order.



B. MOLL
Executive Officer

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